



Cambridge International AS & A Level

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TRAVEL & TOURISM

9395/42

Paper 4 Destination Development and Management

May/June 2024

1 hour 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.

INFORMATION

- The total mark for this paper is 50.
- The number of marks for each question or part question is shown in brackets [].
- The insert contains all the figures referred to in the questions.

This document has **12** pages. Any blank pages are indicated.

1 Refer to Fig. 1.1 (Insert), information about tourism in Türkiye.

(a) Explain **two** political objectives of the Ministry of Culture and Tourism in Türkiye.

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[4]

(b) Assess the ways tourism ministries can help preserve the culture in destinations, such as Türkiye.

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(c) Discuss the reasons why having Blue Flag certification is important for Türkiye.

This image shows a full page of a handwriting practice worksheet. It consists of approximately 20 horizontal rows. Each row is defined by two parallel dotted lines, creating a series of uniform gaps for letter height. The entire page is otherwise blank, with no margins, text, or other markings.

2 Refer to Fig. 2.1 (Insert), information about The Netherlands-Project.

(a) Explain **two** roles of The Netherlands-Project.

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[4]

(b) Assess the likely benefits for The Netherlands-Project of working with other tourism organisations.

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(c) Discuss the possible economic benefits of tourism for destinations.

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